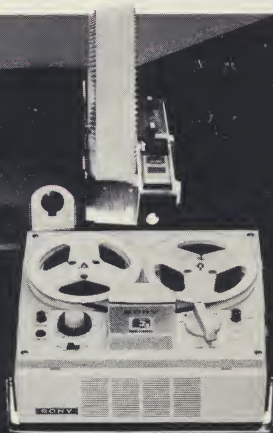


HOW TO PUT
SOUND
IN YOUR COLOR SLIDES



WITH THE NEW
SONY®
211-TS
PHOTO/SYNC TAPECORDER

HOW TO PUT **SOUND** IN YOUR COLOR SLIDES

By Dolph Sharp,
author of articles in
READERS DIGEST, ESQUIRE, CORONET,
PAGEANT, WOMAN'S DAY, FAMILY CIRCLE
and many other national magazines.

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| | |
|--|----|
| LOOK WHO'S TALKING | 1 |
| THE FAMILY SLIDE-ALBUM REALLY COMES ALIVE! | 2 |
| HOW TO MAKE THOSE TRAVEL SLIDES SING | 3 |
| SOUNDING OFF WITH SPORTS | 4 |
| A FUNNY THING HAPPENED TO THE SLIDES ON THE WAY TO THE PROJECTOR | 5 |
| HOW TO ADD SOUND TO YOUR PRESENT SLIDES | 7 |
| SHOOTING NEW SLIDES FOR SOUND | 8 |
| RECORDING SPECIAL EVENTS | 8 |
| SYNC-ING | 10 |
| BUILDING A SOUND LIBRARY | 10 |
| SOUND LIBRARY | 11 |
| ADDITIONAL USES | 13 |



"This is going to be the biggest party ever . . . can I put jewels in my hair, too?"



"Ooh, what a pretty present. Thank you, Jimmy."



"Happy Birthday, dear Anne —"



"And then we sang, 'Happy Birthday, dear me —'"

LOOK WHO'S TALKING!

Who? Your very own automatic slide-projector, that's who!

Now, a brand new instrument from SONY—the 211-TS PHOTO-SYNC TAPECORDER—gives your slides a voice!

With simple push-button sound synchronizing!

What's more, once programmed, the Sony 211-TS will run the show all by itself, changing the slides automatically.

Imagine what you can do with your camera and projector now!

And imagine the reaction of your friends and family to your new SONY photo/sync slide shows: The house lights dim, we hear distant music rising to a crescendo as your title slide or establishing shot automatically appears on the screen. The music fades. Perhaps your own recorded voice announces, "The most important day in history, July 25, 1964. Julie is five years old."

We hear light music, perhaps a few bars from "Everything's Coming Up Roses," as we see Julie, aglow with excitement, picking out her dress for the party.

Then during the entire party sequence, your narration, on-the-scene recordings, background music, *all* can be used to treat your audience to the most delightful and charming slide show they have ever seen.



*"Rub-a-dub-dub, Jimmy's
in the tub ... Splash!"*

THE FAMILY SLIDE-ALBUM REALLY COMES ALIVE!

Those great pictures of Jimmy, age 2, drenching the bathroom in the course of getting bathed...now you can make them even greater with the sound of Jimmy's gurgling and the splash of the water.

And with the image of Julie, forever 5, there can be her 5-year-old voice proudly saying, *"Today I'm 5 because I'm having a birthday party."*

And Grandpop—every last wrinkle, but also every last stubborn quaver and cello-toned fluting, giving his political opinion: "I still say Dempsey could take on *both* Clay and Liston and give 'em the business."

Claudia's wedding, with the bride looking so angelic and Mom crying...

Those 'silent' family portraits are going to be worth twice as much, as the years pass, after they've been dated with sound-tapes of the subjects themselves.

HOW TO MAKE THOSE TRAVEL SLIDES SING

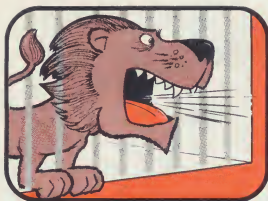
That golden summer by the sea...the crazy picnic-expedition in the snow...the Caribbean cruise you took last winter...the rock hunt in the desert...the week at Martha's Vineyard or Sophia's Rome...you've got the pictures and they're great mementos. But imagine the fun the whole family can have, some spare evening, adding the extra oomph of sound.

From your growing Sound Library (*see page 10*), add the Bon Voyages!, the steamship whistles, the backwash of water beating against the pier, together with your own wry commentary on the proceedings. If you wish, add a whole musical score with you at the bongos. This is the kind of production that's not only fun in the watching but as much fun in the doing.



*"Aloha Hoy ... Aloha Hoy
... toooot!"*

Those shots you took of the kids at the zoo... now give the lion an M-G-M roar, the elephant a trumpeting, the seals a bark, the hippo a splash, and let the kids make their own comments.



"Roarrrrrr!"

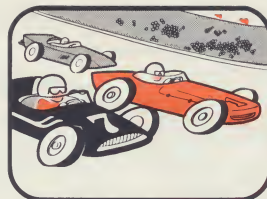
Those stunning slides of Yosemite's Bridal Veil Falls... now they can also steam and roar.

Hi ho, going to the New York World's Fair? They say there's never been one like it, and, what's more, it's in that wondrous toy of a city. Lucky you! Take the camera and record it for posterity. Get the greatest pictures ever. And when you get home... set them to sound.

If you were having fun with your camera and projector before, wait until you see how the new SONY 211-TS PHOTO/SYNC TAPE-CORDER will amplify that fun! Just wait till you see the reaction of your audiences. They'll be asking you to run through the whole show again and again.

SOUNDING OFF WITH SPORTS

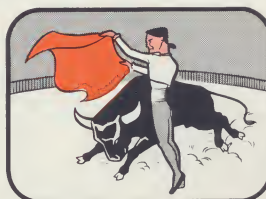
Take away the crowd's cheers and jeers... the announcer's voice noting a change in pitchers... the cowbells... the "beg to differ" remarks addressed to the umpire, and what's a ball game? Pretty flat stuff. That's what's missing in silent pictures. Now you can *add* those sounds with your SONY 211-TS from TV or radio, plus a few catcalls of your own. And watch the game come alive.



"Whroooooom!"

Do as news documentarians do—dub in the *whoom* of the racing motors... the thundering of the hooves... the roar of the spectators. You can tape the radio announcer's description of the horse race at home that night. You can get the dramatic ceremonial overture to the bull fight from a record, even hyping it all up with your own *olé*s every time you cut from one picture to another.

You can draw all the noises you need out of your own Sound Library (see page 10).



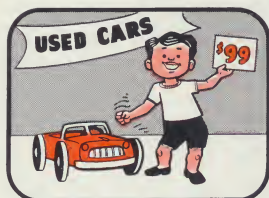
"Olé!"

A FUNNY THING HAPPENED TO THE SLIDES ON THE WAY TO THE PROJECTOR

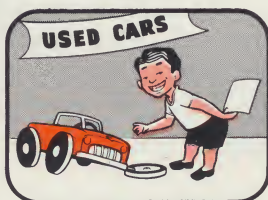
A pixyish way of looking at, and listening to things, can turn a lackluster show into a bright and lively one. Broadway and Hollywood dis-

covered this. Arsenic & Old Lace was a too-serious melodrama until the playwright realized that by exaggerating just a little more he'd have a fresh and funny show.

Humor is the 300-pound wrestler with the little girl's voice. Instead of matching a sound, try mismatching it for a change. That picture you have of the sun sinking in the west ala the old Fitzpatrick travelogues—jest it with the sound of a “plop!” Got an ordinary picture of a waterfall? Turn it into a chuckle with the *drip-drip-drip* of a leaky faucet. A picture sequence of Johnnie flying his toy plane can be walloped home with the screaming sounds of a real jet passing overhead. A sequence of the kids playing toy musical instruments can be brought to hilarious and swinging life with taped sounds of Benny Goodman, Dizzy Gillespie, Brubeck or Woody picked up from F.M. or your old record collection.



“Come on down today . . . these cars won't last long at these prices!”



“Oops! I guess they won't last long at any price!”

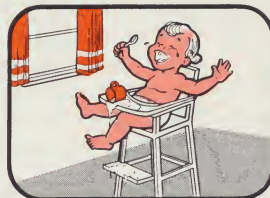
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Tired of watching TV commercials without fighting back? Well, here's your weapon! Tape 'em, then counter-punch 'em with staged pictures of the kids. Johnnie pounding the fender of his toy car can turn the harangue of the used-car huckster into the best comedy on any screen.

You can give a voice to the supposed thoughts of your pet cat stalking a ferocious grasshopper through the jungles of your backyard. Or the musing of your philosophic hound—he's not just resting; he is contemplating.

Two small children colliding their toy cars can be startling and humorous with the sound of 2 Mack trucks meeting head-on (pick up the sound from TV).

And you can have fun by recording phrases of foreign languages. When Baby utters her first words, by gad, they're in French!



“Sacré bleu!
J'ai repandu mon lait!”

HOW TO ADD SOUND TO YOUR PRESENT SLIDES

No special tricks required! Simply make a selection of slides that have some continuity or tell a simple story. (You can use a “Story-

7

Board" (see page 15) to rough out a storyline). Then put together an appropriate sound-track of live voices, sound effects, your own scintillating narration, music from F.M. or TV, and items from your own Sound Library (see page 10). Then play back your tape while projecting your slides. Put them into perfect synchronization by simply pressing the SONY sync button. (See page 10).

SHOOTING NEW SLIDES FOR SOUND

Good visual composition also makes good sound composition.

For an interesting slide-show, it's best to get a sequence and variety in a series of pictures. Take close-ups since they make for more dramatic pictures. Close-ups also make better sound pictures.

From now on you have to remember only one additional thing. Don't exclude your *sense of hearing*. That is, don't skip a picture because it requires sound to make it perfect. If you catch Mary with her mouth open in a yodel—Snap it! Candid photography is ideal for sound.

RECORDING SPECIAL EVENTS

If you're shooting something like a children's birthday party, be sure to record a tape of the "Happy Birthday to You" and the other festive voices, before or after taking the pictures. Or let your spouse serve as sound-engineer while you're handling the camera. Left to its own good graces, the SONY 211-TS will record a



"I'm Anne. I'm four years old today because I'm having a birthday party."



"Mary and Teddie came to the party first. They had pretty presents."



"Everybody sang when we lit the candles. Listen: 'Happy Birthday to you...'"



"Tommy gave me a parrot. He can talk. Listen: 'Arrk. Polly want a...'"



"Tommy broke a balloon. We covered our ears. It popped — 'Bang.'"



"Mommy played back the tape recorder and we all heard ourselves singing."

full hour of sounds without any supervision. Make good use of the SONY 211-TS's pause control. Turn it and the taping is interrupted while you prompt your actors, feed them lines, or direct them. Then release the control and you're recording again.

Your slides are back from the processor. You've prepared your accompanying sound-tape. Now you're about to synchronize them. With the new SONY 211-TS TAPECORDER, the job is amazingly simple; the result amazingly professional.

SYNC-ING

Connect your SONY 211-TS to your automatic slide projector and at each point you wish the projector to change slides, you press the Sync-Signal-Recording Button of the 211-TS. And that's it You're in sync!

What's more, you can always change your show as you please, with no trouble whatsoever. Want slide #4 a second earlier? Simply re-record the new signal and the old one is automatically erased.

Seem like magic? It is like magic.

The new SONY 211-TS built-in sync-pulse generator does the trick with push button ease.

BUILDING A SOUND LIBRARY

It's easy to use your SONY 211-TS to store up interesting sounds for later use. Tape them from F.M., TV, Hi-Fi or from actual sounds

in and around the house. Do imitations of your favorite celebrities. Even create sound effects with your own voice. You might discover a hidden talent. The effect you achieve may be surprising. And, if it doesn't come off, nothing's lost. The 211-TS Tape recorder will erase it while recording the next one.

Creating sounds can be fun in itself. Here are a few examples of the many effects you can experiment with:

| SOUND LIBRARY | |
|--|--|
| SOUND | HOW ACHIEVED |
| Crackle and roar of fire | Crinkling cellophane close to mike |
| Rumble of volcano, thunder or earthquake | Flexing pie-tin close to mike |
| Cannon, 12-inch howitzer | Bursting air-filled paper bag, depending upon distance from mike |
| Galloping, horses | Rhythmically hitting table with hands close to mike |
| Rocket taking off | Increasing speed on food blender |
| Chipmunks singing or talking | Record the singing or talking at slow speed, and playback at fast speed |
| Rain | Turn on the shower and hold microphone near the floor to catch sound of splatter |

Use your imagination to see what you can come up with that fits that picture you're projecting.



"A mi me gusta estudiar Español!"

LANGUAGE TRAINING AND OTHER USES

The SONY 211-TS TAPECORDER has MRC—Multiple Recording Capability. With this exclusive feature, you can combine sounds, your own commentary, and musical background, all on the same track.

Because it can record on either track, the 211-TS can be used for a variety of additional purposes.

- The foreign language student can record the pronunciation of his instructor on the upper tape-track. Then, recording his own pronunciation on the lower-track, he can compare both, word-for-word.
- The speech therapy patient, in like manner, can compare his own pronunciation with that of his therapist's.
- The sales training executive can teach his crew more quickly, more efficiently, by means of a SONY 211-TS and *any* automatic slide projector.
- The businessman can use the self-

operating SONY 211-TS to demonstrate merchandise to his customers.

- The salesman can use the SONY 211-TS to present his line more entertainingly.
- The educator can offer his students greater range with a SONY 211-TS. He can have complicated formulas repeated and explained orally while diagrams are projected.

Next time you look at your old color slides, think how much more enjoyable they would be with the exciting new dimension of Sony sound added.

When it's show time—settle back, relax, enjoy the professional-quality sound show you have so simply and easily produced. It's all there—your narration, on-the-scene recorded sounds and even musical background, coming from your screen through the miracle of tape in synchronization with your slides. Programming? Do it once, then forget it. The amazing new SONY Photo/Sync Tape recorder automatically remembers and controls your slide projector—no matter how often your show is presented.

Your dealer is ready to demonstrate the amazing new SONY 211-TS TAPECORDER—*today!*

Plan your show for sound *before* you shoot your slides. This suggested Sony storyboard may save you many hours of hap-hazard shooting. Simply pencil in stick-figure drawings, think out your six most essential shots. Remember the first maxim of good dramatic presentations: A story must have a beginning, a middle, and an end. Choose those pictures which will *advance* a story line. Once you have a story outlined the next step will be relatively easy.

